

Screen-Only vs. Managed Digital Signage Scope Matrix

Use this matrix to compare scope models without relying on competitor pricing or exact dollar figures.

Scope Comparison Matrix

Scope Item	Screen-Only Purchase	Software-Only Setup	Turnkey Package	Managed Program
Display selection	Buyer selects and buys display.	Usually not included.	May include recommended displays.	Coordinated against use case and standards.
Media player	May be separate or unknown.	Buyer supplies compatible player.	May include player and setup.	Planned with software, replacement, and support.
CMS software	Not included.	Primary included item.	May be bundled or recommended.	Reviewed for workflow, permissions, and scale.
Content workflow	Buyer owns all content.	Buyer creates and updates content.	May include templates or onboarding.	Ownership, approvals, and expiry rules are planned.
Installation coordination	Not included.	Not included unless separately arranged.	Often included or coordinated.	Site conditions and rollout planning are coordinated.
Power and network readiness	Buyer responsible.	Buyer and IT responsible.	May be checked during setup.	Readiness and escalation path are planned.
Support after launch	Limited to product warranty, if any.	Software support only.	Depends on package terms.	Support routing across content, software, hardware, and locations.
Multi-location governance	Not included.	May require higher-tier controls.	May include standards for rollout.	Templates, permissions, exceptions, and tracking are planned.
Best fit	Low-risk internal pilot or simple replacement.	Teams with existing hardware and internal ownership.	Single-site or defined deployment with bundled help.	Customer-facing, multi-screen, or multi-location programs.

Key Question: Does the quote cover only one component, or does it cover the full digital signage system? Confirm inclusions, exclusions, site-review dependencies, support ownership, and multi-location responsibilities before approving a budget.